



# DOWNTOWN NEWS

A Report on Recent and Upcoming Downtown Happenings Main Street Program - September 2015



## TMSP Chief, Debra Drescher, Delivers Resource Team Report and Leads Follow-up Strategic Planning Workshop

On July 27th, Texas Main Street Program, (TMSP) Coordinator Debra Drescher delivered copies of the official report of the TMSP Resource Team that had visited Rosenberg and conducted a downtown improvement assessment on April 14-17. After delivering the Resource Team Report, she then conducted a follow-up workshop to set downtown improvement goals and to develop a downtown improvement action plan. This Action Plan, now available, calls for the branding of downtown Rosenberg in order to promote it as a destination, the beautification of downtown Rosenberg with some clear short term successes, and the implementation of a downtown Rosenberg business development program. Main Street Committees and Staff will now focus their attention and efforts on accomplishing these goals.

**Please Come to the next  
1st Saturday Arts Reception**

**September 5th at the 3rd Street Antique Emporium  
905 3rd Street**

### Coming up Soon

**Weekends through Sept 5th** - Cast Theatrical's production of 'Love Rides the Rails' - Call 832-889-3808 for tickets

**Sept. 5** - 'First Saturday Art Reception' at the 3rd Street Antique Emporium

**Sept. 9 & 23** - Bingo Night at BR Vino call 832-595-2881 for reservations

**Sept. 11th** - Live music by Cody Ray Henry at Another Time Soda Fountain & Café (5-7 PM)

**Most Saturdays** - Live music at BR Vino

**Sept. 19th** - 'Fall Fun Fest' at the Rosenberg Railroad Museum

**Sept. 25-Oct. 4** - Fort Bend County Fair

## Promotion Committee Holds two Meetings in Busy Month

### Committee deals with an increase in popular downtown events

The Promotion Committee met on August 10th and August 25th and discussed several issues at these two meetings. The group reviewed the draft Promotion Committee Work Plan and Action Plan for the coming year. Main Street Manager, Dan Kelleher, asked that Committee Members review the documents and suggest any changes they felt were needed. The Committee also discussed several recently completed and upcoming promotional events and how they might be able to support those activities. They also discussed ways we might further support the monthly '1st Saturday Arts Reception', the Downtown Stomp, the Ladies Night Out Event, the upcoming Dog Festival, the Art League of Fort Bend Fall Art Show, and 'Trunk or Treat'. Mr. Kelleher explained that Main Street was working to support all of these events in numerous ways. The group also discussed a recent City Council Budget meeting at which the City Council indicated its preliminary support for twenty thousand dollars for downtown events, forty thousand dollars for promoting Rosenberg on highway billboards, and thirty thousand dollars for enhancements and improvements to downtown buildings and downtown public spaces. Finally, the group noted that there will be some upcoming planning meetings for the dog festival (5:30 PM, August 27th at BR Vino), and Ladies Night Out (5:30 PM, Sept. 2nd at BR Vino), and that the next 1st Saturday Arts Reception will be on Sat. Sept. 5th.

### Ladies Night Out

in Downtown Rosenberg

Next Ladies Night Out:  
Oct. 10th



Shopping  
Dining  
Fun with  
Friends





## Design Committee Discusses Downtown Upgrades and Possible Funding Support

The Main Street Design Committee met on August 11th and reviewed the annual Design Committee Work Plan. They also heard a report that the Rosenberg City Council had given a preliminary indication of support for providing thirty thousand dollars in financial support for a downtown façade improvement matching grant program and a physical improvement (beautification) program. Also, the group received a progress report on the Livable Centers Study, and they learned that the Texas Main Street Program Design Office in Austin will be providing conceptual design services to supplement the Livable Centers Study recommendations at key locations. The group also discussed how the so-called 'Vogies Alley' improvement project can move forward if and when affected property owners are ready to implement elements of the plan. Finally, the group noted that Renee Butler and her artists have now completed the beautiful murals in 3rd Street Park. There will be a ribbon cutting ceremony for this project on October 24th.



**Renee Butler, right, and her mural artist, Cisco, looked at both of the new murals in 3rd Street Park  
The locomotive mural shown on the right was painted by local artist Paul Sanchez**

## Economic Restructuring Committee Discusses Recruitment & Training

The Main Street Economic Restructuring Committee met on August 12th. They reviewed their draft Committee Work Plan and agreed forward any proposed changes to the Main Street Manager. Also, they heard a report on a recent meeting with representatives of the Rotary Club of Rosenberg. Dan Kelleher and Bob Vogelsang gave the Rotarians a sales pitch on possibly returning their weekly meetings to downtown Rosenberg. The group also discussed last month's TMSP training session and possible future merchant training sessions. In addition, the group discussed the recent business support efforts of two Committee members that had resulted in a business loan for one struggling merchant. Finally, Main Street Manager Dan Kelleher reported that the National Main Street Program had recently concluded a review of their long established "4-Point Approach" © to downtown revitalization, and that the review had concluded, among other things, one of the four points, "Economic Restructuring", should be re-named as "Economic Vitality". The group indicated their support for re-naming their Committee as, "The Economic Vitality Committee".

## Committee Reviews Strategic Planning Action Plan and Works on Logistics Visit of Texas First Lady Cecilia Abbott

The Organization Committee met on August 13<sup>th</sup> and discussed several issues. First, they reviewed the draft Committee Work Plan for the coming year. They also reviewed the Baseline Plan of Action that was generated from the Strategic Planning Workshop that was held on July 27<sup>th</sup>. The Committee also continued their planning work on logistics for the upcoming visit of Texas First Lady Cecilia Abbott, and they firmed up the details of several upcoming Main Street Meetings. They set August 27<sup>th</sup> as the date for the next meeting of the Main Street Advisory Board, and they decided that in September, we will have a Downtown Improvement Breakfast meeting on the morning of September 24<sup>th</sup>, at 8:00 AM, and then a Main Street Advisory Board meeting later that same afternoon, at 5:30 PM..



An example from Bastrop of a First Lady's visit and ceremony

## Railroad Museum to Stage Fall Fun Fest on September 19<sup>th</sup>



The Rosenberg Railroad Museum will stage the '2015 Fall Fun Fest' on September 19<sup>th</sup> from 11:00 AM to 5:30 PM. The event will include all kinds of family fun including a costume contest, dance and martial arts demonstrations, superhero crafts and an agility contest, and a scavenger hunt. Also, as always Choo Choo the Super Chicken will be on hand to welcome all guests.